

Message Text

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UNCLAS MILAN 1409

E. O. 11652: N/A

TAGS: BGEN, IT

SUBJ: BID REQUEST FOR MULTISTUDY RESEARCH

REF: A-5605 DTD 30 JUNE 73.

FOR COMMERCE

1. OF SEVEN FIRMS SOLICITED FOR STUDY, ONLY THREE MET BID DEADLINE OF 3 AUGUST.

2. TRANCU QUOTES BID PRICE OF \$4200 PER STUDY BUT ADDS THAT HE WOULD CONSIDER REDUCTIONS OF UP TO 10 PERCENT ON A CASE BY CASE BASIS, DEPENDING ON THE LENGTH AND COMPLEXITY OF PRODUCT LISTS. EACH STUDY TO BE BASED ON MINIMUM OF 24 PERSONAL INTERVIEWS SUPPORTED BY A "LARGE" NUMBER OF PHONE CONTACTS.

3. SERVIZIO ITALIA PROPOSES TO DO EACH STUDY FOR LIRE 2,400,000 OR \$4000. WILL UNDERTAKE IN EACH CASE 25 PERSONAL INTERVIEWS AND 10 PHONE INTERVIEWS. TIME REQUIRED FOR EACH STUDY, 13 WEEKS.

4. PEAT, MARWICK, MITCHELL AND CO. PROPOSES TO DO FIVE STUDIES FOR A TOTAL COST NOT TO EXCEED \$25,000. EACH STUDY WOULD INVOLVE 35-45 PERSONAL INTERVIEWS. TIME REQUIRED, 14-17 WEEKS PER STUDY.

5. POST HOLD ALL THREE FIRMS IN HIGH ESTEEM. EACH BIDDER HAS UNCLASSIFIED

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SOMETHING TO RECOMMEND IT. SERVIZIO ITALIA ASKS THE

CHEAPEST PRICE. HOWEVER THE POST, ALTHOUGH FAMILIAR WITH THE COMPANY IN OTHER RESPECTS, IS UNFAMILIAR WITH ITS MARKET RESEARCH PERFORMANCE. TRANCU PROBABLY WILL COST MORE THAN SERVIZIO ITALIA, BUT HIS WORK IS KNOWN TO BE CONSISTENTLY RELIABLE. PEAT, MARWICK, MITCHEL AND CO. PROMISES A MORE THOROUGHLY RESEARCHED STUDY AT A PRICE 25 PERCENT HIGHER THAN THAT OF THE LOWEST BIDDER. IF FORCED TO CHOOSE, THE POST WOULD SELECT TRANCU BECAUSE OF FAMILIARITY. EITHER OF THE OTHER TWO FIRMS WOULD, HOWEVER, MAKE LOGICAL AND GOOD CHOICES.

6. DUE TO LACK OF FURTHER INSTRUCTIONS FROM COMMERCE, BID SOLICITATIONS WERE BASED ON PARAMETERS OF FY-73 CONTRACT, I.E. 3-5 STUDIES, APPROXIMATELY 90 DAYS PER STUDY, INTERIM REPORT 6 WEEKS AFTER INCEPTION. DAVIS

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